

As broadcasters for Clear Channel Yuma, my programming department lives here, knows this community and invests a great deal of time listening to and responding to this community's desires. Our consumers depend on our local news casts on all three stations, KTTI, KBLU and KYJT for immediate coverage of significant area events. Each station airs local news casts between 6am and 9am Monday through Friday and on KTTI and KYJT weekday afternoons between 3pm and 6pm.

Our local information blocks also include the weather forecasts several times an hour and during those same drive time hours, three Yuma traffic reports per hour, covering everything from border crossing waits, to accidents and incidents to construction updates.

As the Local Primary for this market, KBLU, and by extension KTTI and KYJT responds immediately to all Amber alerts and dangerous weather condition warnings.

We extensively cover local elections hosting, "Meet the Candidates" night and making available morning drive equal time for all local candidates on KBLU. We also pre-empt syndicated programming to cover a local candidate political debate, election returns and even play-by-play coverage of area high school football games.

All three stations support non-profit organizations by inviting representatives into the studio for live interviews of coming events and causes and drives. All three stations also air live Public Service Announcements which are logged and supported by posting on our three stations' websites. Consumers can get more details by either interacting with live call-ins or by sending e-mails to our stations' websites.

In addition, we air two half-hour long form Public Service programs each week on each station focusing on issues determined of import to our listening area. On our music stations KTTI and KYJT, we often devote air time to local bands and feature lesser known artists to expose our consumers to a variety of entertainment. we also offer alternative programming on the weekends that highlight related genres.

All three stations participate in several community benefits throughout the year, helping to raise money for Arizona's Childrens Association, Hospice of Yuma, Yuma Regional Medical Center, American Red Cross blood drives, Vietnam Veterans, Sober Riders, Amberly's Place Abuse Shelter, Crossroads Mission and the Yuma Community Food Bank to name only a few.

Clear Channel Yuma provides a tremendously accessible resource to this growing community, in my opinion, because we are invested in its future. How can any person, focus group or entity based thousand of miles away presume to know what Yuma needs and wants from its broadcasters?

Respectfully Submitted

Susan NICKELL

Director of Programming

Clear Channel Yuma